

## ORDER



WAVY

**Orders**  
**Order / Rev:** 198552  
**Alt Order #:**  
**Product Desc:** 10/8-10/14 KAINE FOR SENATE  
**Estimate:** 11517  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 08/14/12 / 10/12/12  
**Order Type:** REG

**Primary AE:** WAVY National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	65	\$22,000.00	\$18,700.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	65	\$22,000.00	\$18,700.00	0.00
<b>Totals</b>	<b>65</b>	<b>\$22,000.00</b>	<b>\$18,700.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	10/08/12	10/14/12	WAVY News @ Sunrise	CM	5a-6a	11111--	:30	5	\$125.00	P4	0.00	NM	6	\$1,125.00
WAVY News @ Sunrise															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	11111--	5		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	NAVY	10/08/12-10/14/12		WAVY News @ Sunrise	5a-6a		MTWThF----	:30		<del>(\$125.00)</del>		0.00	NM		
See MG 1.6,1.7,1.8 [Political]															
5	NAVY	10/08/12-10/14/12		WAVY News @ Sunrise	5a-6a		MTWThF----	:30		<del>(\$125.00)</del>		0.00	NM		
See MG 1.6,1.7,1.8 [Political]															
6	NAVY	10/13/12-10/13/12		Sat Hour 3	10p-11p		-----Sa--	:30		\$300.00		0.00	NM		
Ⓜ MG for 21.1,1.4,1.5 [Makegood]															
7	NAVY	10/13/12-10/13/12		WAVY News 10 Sa 6a	6a-7a		-----Sa--	:30		\$200.00		0.00	NM		
Ⓜ MG for 21.1,1.4,1.5 [Makegood]															
8	NAVY	10/08/12-10/14/12		WAVY News 10 Sa 7a	7a-8a		-----Sa--	:30		\$250.00		0.00	NM		
Ⓜ MG for 21.1,1.4,1.5 [Makegood]															
N 2	WAVY	10/08/12	10/14/12	WAVY 6AM News	CM	6a-7a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
WAVY 6AM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	11111--	5		\$350.00		0.00						
N 3	WAVY	10/08/12	10/14/12		CM	7a-9a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00

Order / Rev: 198552  
 Alt Order #:  
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: POL/Kaine for Senate 2012 (D)  
 Product Desc: 10/8-10/14 KAINE FOR SENATE  
 Estimate: 11517

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show M-F											
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	11111--	5		\$350.00		0.00						
N 4	WAVY	10/13/12	10/13/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Today Show Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$250.00		0.00						
N 5	WAVY	10/14/12	10/14/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$225.00	P4	0.00	NM	0	\$0.00
				Today Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WAVY	10/08/12-10/14/12		Today Show Su	8a-9a		-----Su	:30	<del>(\$225.00)</del>		0.00	NM			
See MG 23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12															
[Political]															
N 6	WAVY	10/08/12	10/14/12	Today Show 2	CM	9a-10a	---1---	:30	1	\$125.00	P4	0.00	NM	0	\$0.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---1---	1		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WAVY	10/08/12-10/14/12		Today Show 2	9a-10a		---Th----	:30	<del>(\$125.00)</del>		0.00	NM			
See MG 23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12															
[Political]															
N 7	WAVY	10/08/12	10/14/12	Today Show 3	CM	10a-11a	1-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	1-----	1		\$100.00		0.00						
N 8	WAVY	10/08/12	10/14/12	WAVY News 10 @ Noon	CM	12p-1p	--1-1--	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
				News 10 @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--1-1--	2		\$75.00		0.00						
N 9	WAVY	10/08/12	10/14/12	Days of Our Lives	CM	1p-2p	-1-----	:30	1	\$125.00	P4	0.00	NM	0	\$0.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1-----	1		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WAVY	10/08/12-10/14/12		Days of Our Lives	1p-2p		-T-----	:30	<del>(\$125.00)</del>		0.00	NM			
See MG 23.5,23.6,23.7,23.8,23.9,23.10,23.11,23.12															
[Political]															
N 10	WAVY	10/08/12	10/14/12	M-F 4-5p	CM	4p-5p	-1-1---	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-1-1---	2		\$125.00		0.00						
N 11	WAVY	10/08/12	10/14/12	WAVY News 10 @5p	CM	5p-530p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				News 10 @5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	11111--	5		\$350.00		0.00						
N 12	WAVY	10/08/12	10/14/12	WAVY News 10 @530p	CM	530p-6p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				News 10 @530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	11111--	5		\$350.00		0.00						
N 13	WAVY	10/08/12	10/14/12	WAVY News 10 @6p	CM	6p-630p	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
				News 10 @6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	11111--	5		\$450.00		0.00						
N 14	WAVY	10/13/12	10/13/12	WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$150.00	P3	0.00	NM	0	\$0.00
				WAVY News 10 Sat 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$150.00		0.00						



